



Media Alert

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SAN FRANCISCO MEDIA ALERT, THURS., FEB. 1, 10:00 AM

State of California "Road Show:"

"Battle of the Bartenders:" SAN FRANCISCO BARTENDERS COMPETE IN STATEWIDE CONTEST TO CREATE BEST NON-ALCOHOLIC COCKTAILS, A.K.A "MOCKTAILS," FOR SAFE AND SOBER SUPER BOWL WEEKEND ;

NON PROFIT RADD, STATE AGENCIES & LAW ENFORCEMENT, BREWERS, AAA PARTICPATE IN CALIFORNIA-WIDE "ROAD SAFETY ROAD SHOW"

WHAT: The search is on for pre SUPER BOWL weekend's best alcohol-free "mocktails" as multiple bartenders from San Francisco compete in the first ever "Battle of the Bartenders" (already staged in L.A., San Diego & Sacramento) to promote responsible hospitality and road safety for young people and an accident-free Super Bowl weekend.

RADD: The Entertainment Industry's Voice for Road Safety and its California Coalition Partners, including State of California officials and agencies, co-host the first, annual statewide "Designated Driver" road safety campaign road show that's been touring the state since before the Christmas holiday...

Bartenders will shake, blend and whip together creative non-alcoholic concoctions in a competitive mix-off as representatives from AAA, MP3Tunes.com and road safety officials from the State of Calif. DMV sample entries and judge the finalists...

Specialty mocktails such as "Cinnamon Soy Dream" and "Mango Holiday Sparkler" will be available at participating San Francisco clubs. Mocktail recipes are to be featured post event at www.radd.org

WHO: Representatives from RADD, State of Calif. Officials, ABC, DMV, CHP, Caltrans and Office of Traffic Safety, American Fed. Of Musicians, Sheriff's Department and bartenders from numerous San Francisco bars and nightclubs...

Also appearing will be the RADD Crew Patron Ambassadors. The RADD Crew will be spreading the message of traffic safety inside the bars and nightclubs of San Francisco, asking patrons "what's the plan?" and handing out the RADD Designated Drivers license.

WHEN: THURS., FEB. 1, 10:00 a.m.

WHERE: Hard Rock Café, Pier 39, San Francisco.